

# Public Outreach Update for Maine's 2015 Wildlife Action Plan

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# What is required?: A Review



- **Element 8: Inclusion of broad public participation**
  - Get information to and feedback from the public

**Post plan for public review and comment**

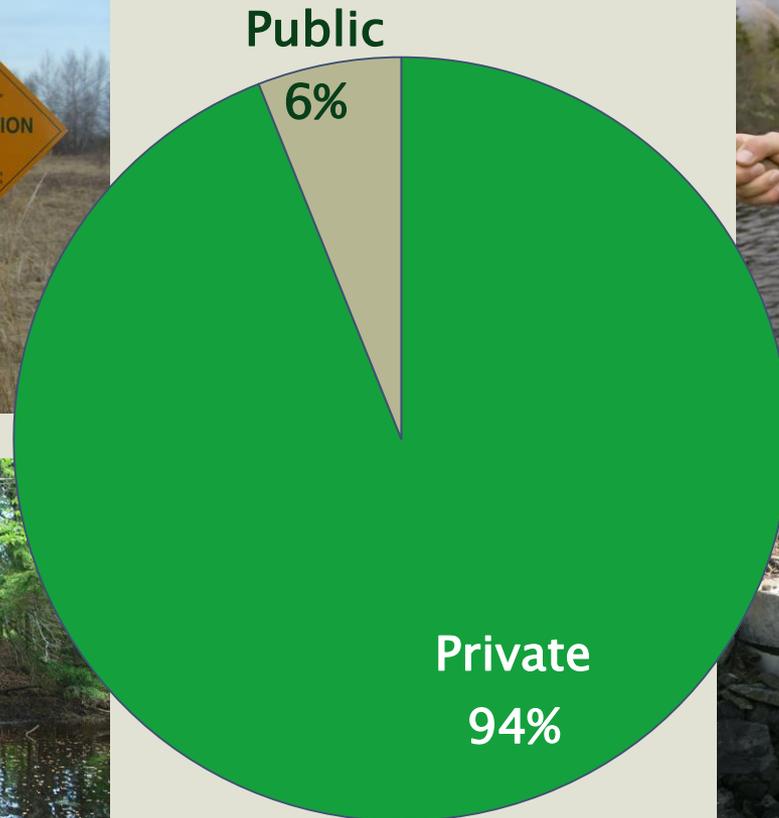
**Actively engage public feedback, buy-in, and implementation**



# More importantly...



## Wildlife Action Plans are Non-regulatory



# Public Outreach Themes from July 8, 2014 Meeting



- Proposed approaches
  - Broad
  - Social media focus
- Partner feedback
  - We need to:
    1. Define our public
    2. Define what we want from them
      - What is realistic?
    3. Define outreach opportunities



# Wildlife Action Plan Public Outreach Subcommittee



August 25, 2014

# 1. Define our key audience(s)



- Who is the 'public'?

- *Constituents of conservation partner groups*
- *Members of the general public that are interested in/affected by wildlife issues*



## 2. Define our audience's involvement goals



- What do we want from the public?
  - *We want to make the public aware of the revision and plan.*
  - *We want their feedback on conservation actions.*



### 3. Identify outreach opportunities



## What tools can we use to get the public's involvement? Two-tiered Approach

Education:



Make Public Aware of  
the Plan

Soliciting Feedback:



Use Public Feedback  
to Help Inform  
Conservation Actions

## Progress: Education →



- Website
- Press release forthcoming
- Social media posts
- Presentations
  - To date: Stanton Bird Club Annual Meeting, Fisheries Improvement Network, Society of American Foresters Fall Meeting, Keeping Maine's Forests Implementation Committee
  - Upcoming: Maine Association of Wetland Scientists Annual Meeting, Maine Land Trust Network Annual Conference, Unity College Herpetology Club
  - **Would your organization like a presentation?**

# Progress: Soliciting Feedback ↔



1. Conservation actions to be determined with partners
2. Develop feedback mechanisms
  - UMO, Student TWS Chapters
    - Email/phone surveys
    - Focus groups
3. Solicit feedback
  - Preferences
  - Practicality
  - Add, modify, or delete!



# Considerations



- **Surveys**
  - Need to capture regional diversity
- **Focus group representation**
  - Many approaches
    - Groups not represented by surveys?
    - Towns with concentrations of SGCN?
- **How to incorporate this information?**



# Messaging is Key



- Need to highlight successes
- Make connections
  - Why would the public want to be involved?
  - What is Maine's plan?
  - What can members of the public do?



# Timeline



## September–December 2014

- Goal: focus on education
- Methods: press release; social media; website posts; plan feedback survey format and content

## January 2015–April 2015(?)

- Goal: solicit feedback on conservation actions
- Activities: Email/phone surveys; collate, analyze, and report survey data; begin planning focus groups

## • April 2015(?)–July 2015(?)

- Goal: continue to solicit feedback on conservation actions and the entire plan
- Methods: focus groups; public presentations; post completed plan

# Involvement Opportunities for Partners



- Participate in the outreach subcommittee
- Send us your ideas
- Request a presentation for your organization



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